



# U.S. Export Assistance Center

600 Superior Ave., Suite 700 Cleveland, OH 44114

## GLOBAL MANUFACTURING CONFERENCE

COMPETING IN THE GLOBAL MARKET: A BLUEPRINT FOR MANUFACTURERS

Tuesday, May 11, 2004 ♦ 9:00am-3:30pm ♦ \$75 ♦ Renaissance Cleveland Hotel ♦ Cleveland, OH

RSVP: Debra James, US Commercial Service-Cleveland: (216) 522-4740 or [debra.james@mail.doc.gov](mailto:debra.james@mail.doc.gov)

### Luncheon Keynote Address:

*"Implementing the USDOC Manufacturing Strategy"*  
US Commerce Secretary, Donald L. Evans (invited)

### Co-Sponsors:

US Department of Commerce (USDOC), National Association of Manufacturers (NAM), Manufacturing Extension Partnership (MEP), CAMP, US Commercial Service (USCS) & NODEC

### Conference Topics Include:

*Manufacturing Challenge: Creating a New Climate*  
*World Market Briefing on Manufacturing*  
*Successful Manufacturing Strategies*  
*Competing in a Low-Cost World Market*  
*Implementing an Export Program*  
*EU Regulations & Trade Mark Protection*  
*US Free Trade Agreements*

### CUSTOMS PROTECTION AGAINST IPR INFRINGEMENTS

US Customs & Border Protection (CBP) has a "recording program" where companies can record their trademarks, trade names or copyrights. CBP actively monitors and prevents the importation—or exportation—of infringing goods. US companies can download the application templates at [www.cbp.gov](http://www.cbp.gov) and mail them to US Customs Service Intellectual Property Rights Branch in Washington DC.

The process works differently for patents. In this case, the patent holder deals with the International Trade Commission (ITC). Once the Intellectual Property Right (IPR) infringement is proven, the ITC issues exclusion orders against the infringing product, and those exclusion orders are enforced by CBP.

If infringement is suspected but not yet proven, a patent owner can request from CBP (for a fee) a survey that will provide the name and address of an importer that may be infringing on a registered patent. In addition to the CBP website, inquiries can also be made to the IPR Branch of Customs at (202)572-8710 or [hqiprbranch@customs.treas.gov](mailto:hqiprbranch@customs.treas.gov).

### USCS CHINA WEBSITE

[www.buyusa.gov/china/en](http://www.buyusa.gov/china/en) is the website for the US Commercial Service (USCS) in China. In addition to addressing China's business environment, the site also includes a new IPR toolkit as well as the top 10 tips for doing business in China.

### CS SHANGHAI SPECIALIST TO VISIT CLEVELAND JUNE 22

Northern Ohio businesses will have an opportunity in Cleveland to meet with our Commercial Service (CS) Shanghai colleague, Stellar Chu, on Tuesday, June 22.

Commercial Specialist (CS), Stellar Chu, is responsible for the following industries: Lab/Scientific Instruments; Mining; Oil & Gas; Pollution Control; Pumps/Valves/Compressors; & Water Resources. If interested, contact Ricardo Pelaez at (216) 522-4754 or [ricardo.pelaez@mail.doc.gov](mailto:ricardo.pelaez@mail.doc.gov) to schedule an appointment. Meetings are on a first come, first-served basis.

### NEW USCS SERVICE: FUSE

The US Commercial Service (USCS) "Featured US Exporter (FUSE)" is a directory of US products featured on the websites of our overseas offices. See: [www.buyusa.gov/home/fuse.html](http://www.buyusa.gov/home/fuse.html)

Our FUSE program allows you to post your product with a picture and a description translated into the country's local language. Currently, this service is offered free of charge to qualified US exporters seeking trade leads or representation in the following markets (some translation fees may apply or you may be asked to provide a translation):

Australia, Austria, Canada, Chile, China, Colombia, Costa Rica, Germany, Greece, Hong Kong, Indonesia, Italy, Israel, Japan, Korea, New Zealand, Portugal, Saudi Arabia, Slovakia, Singapore, Switzerland, Taiwan, Thailand, Ukraine, UK, Vietnam, & West Africa.

### EU TRADEMARKS, PATENTS & DESIGNS

*Information for this article was provided by the US Commercial Service (USCS) at the US Mission to the European Union. If interested, contact us for a complete copy of the report.*

### Community Trademarks

Trademarks in the EU have to be registered in order to be valid. US companies can file trademark applications in individual EU countries, or they can file for a Community Trademark (CTM) that provides coverage in all Member States. US exporters can file a single application through the Office for Harmonisation in the Internal Market (OHIM) or via national offices.

The CTM provides EU-wide protection for 10 years (renewable in 10 year installments) at a cost of just over €2000. US-based companies can apply for a CTM but must be represented by an approved agent or legal practitioner after the initial application.

CTM provides a single enforcement mechanism. If the registered mark is used by another company, the holder can take the infringing party to a CTM court and get a decision valid for the entire EU. The CTM also makes it easier to fulfill the "use or lose requirement"—You can maintain a CTM throughout the EU by using it in just one country.

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Trade World Ohio

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### Madrid Protocol

US companies can also make an international registration through the Madrid Protocol (All EU States are Members of the Protocol). This enables US exporters to transform their US-registered trademarks into an international application through the services of the International Bureau of the World Intellectual Property Organisation (WIPO). The Bureau registers the mark and passes it on to the authorities in the member countries designated by the applicant. However, these marks still have to be defended in national courts and in the local language.

### Patents

EU countries have a "first to file" approach to patent applications, which makes early filing a top priority. Unfortunately, it is not yet possible to file for a single EU-wide patent, but plans are underway to make this available in the future (2006).

The European Patent Organisation (EPO) does offer a "European Patent," which is less expensive than going to individual patent offices. The European Patent is bundle of separate national patents that need to be validated, maintained, and litigated separately in each country.

US-based companies can receive a priority filing date for a European Patent at the US Patent and Trademark Office (PTO) or they can file directly with the EPO as long as they have secured a foreign filing license.

### The Registered Community Design

The Registered Community Design (RCD) protection is directly enforceable in each EU Member State and provides for both an unregistered right and an RCD right. The RCD lasts five years but can be renewed in five-year increments (maximum of 25) and gives the holder the exclusive right to use or license the design. The application process is managed by the same office responsible for the CTM.

The RCD is a single application in a single language through a single administrative center. The fee for registering one design is about €50 euro for five years. Companies can include several different designs in the same application and can choose to keep designs confidential for up to 30 months.

### Coverage in the Enlarged EU

Protection for existing CTM and RCD registrations were automatically extended to the new EU member states on January 1, with no extra fees. Applications before November 1, 2003 will not be subject to opposition proceedings based on rights that may exist in the new member states.

### NEW MEXICO PROGRAM:

#### "MARKETING TO MANUFACTURERS"

Mexico imports over \$80 billion in machinery, components, and inputs annually. For this reason, our office in Monterrey, Mexico has created a program, "Marketing to Manufacturers," which can provide your company access to the largest industrial market in Latin America.

We will arrange a videoconference for a group of local industrial suppliers to meet with Mexican manufacturers. We will provide an overview on how to sell to the manufacturers in Mexico. This will also enable you to interact with actual purchasing managers in Mexico who will discuss their supply needs and who may be potential buyers of your product.

In addition to the group videoconference, CS Monterrey will provide monthly electronic newsletters; they will provide qualified trade leads; and they will provide invitations to & support during manufacturing trade shows and trade missions in Mexico.

We would like to schedule the videoconference in late May, so we will need to hear from interested firms in order to effectively plan for the event. If your company is interested, contact Clem von Koschembahr at (216) 522-4756 or [cvonkosc@mail.doc.gov](mailto:cvonkosc@mail.doc.gov). Additional program information is also at: [www.buyusa.gov/mexico/en](http://www.buyusa.gov/mexico/en).

### CEO PROGRAM AT "K SHOW" OCTOBER 21-24, 2004 DÜSSELDORF, GERMANY

The US Commercial Service (USCS) has a unique, low-cost program at the "K," the world's largest plastics & rubber show. The "Corporate Executive Office (CEO)" program provides an opportunity to promote your business for four full days at a much lower cost than exhibiting.

CEO participants will have access to a business center near the show floor. In addition, each participant will receive: A meeting table with seating for four (4); a multilingual assistant; shared telephone, fax & copier; internet access; & refreshments for you and your guests.

Our USCS Düsseldorf Commercial Officer and our Commercial Specialist in the plastics & rubber industry will also be on hand to counsel and assist you with all aspects of your K CEO participation.

Price of participation is \$3,400. For additional information or to register, contact Ricardo Pelaez at (330) 237-1264 or [ricardo.pelaez@mail.doc.gov](mailto:ricardo.pelaez@mail.doc.gov).

### Cleveland USEAC

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## ATTENTION CREDIT MANAGERS

Cleveland & Akron Foreign Credit Groups meet on a regular basis to discuss issues arising from the export activities of their companies. Members are manufacturers, bankers and service organizations who meet to share foreign credit-related experiences. Topics include payment terms and experience, assessing country risk, foreign exchange, and logistics issues.

Cleveland meetings are held at The Union Club, and Akron meetings are at the Akron/Fairlawn Hilton. Prospective members are welcome to attend a meeting prior to joining to determine if the groups fit their needs. See EVENTS CALENDAR on page #4 for the next meeting. Contact Kay Herdman of Alpha International Corporation at (440) 428-4480 or at [khherdman@suite224.net](mailto:khherdman@suite224.net).

## CN-USA IS BACK

Once again, exporters will soon be able to advertise to most of the world's markets through Commercial News USA (CN-USA), Commerce's monthly magazine. Publication and distribution of the first issue by the new contractor are expected to be in September 2004. Complete information, including rate sheets will be available shortly and can be found at CN-USA's new website: [www.export.gov/cnusa](http://www.export.gov/cnusa). You also can contact the new contractor, Gregory Sandler, President of ThinkGlobal Incorporated at (800) 581-8533 or [greg@thinkglobal.us](mailto:greg@thinkglobal.us).

## NEW ITAC AT KENT STATE

With a new director, the International Trade Assistance Center (ITAC) for northeast and central Ohio serves as a resource (free of charge) to small businesses for export training, referrals and counseling. Topics include trade regulations, documents, compliance mechanisms, and licensing advice. Contact: ITAC Director Tanya M. Dvorak at (330) 672-4081 or [ITAC@kent.edu](mailto:ITAC@kent.edu).

## e-MARKET EXPRESS: INDUSTRY NEWS FOR EXPORTERS

The US Commercial Service (USCS) has created the eMarket Express Bulletin, a monthly on-line source of market research, trade leads, and trade events for worldwide opportunities.

To access eMarket Express, just go to: [www.buyusa.gov/eme](http://www.buyusa.gov/eme) and click on your industry of interest. Industry sectors covered include: Aerospace & Defense; Automotive; Cosmetics & Toiletries; Environmental; ICT; Medical; Safety & Security; Textiles & Apparel; and Travel & Tourism.

## NEW OPIC INSURANCE

The Overseas Private Investment Corporation (OPIC) has announced two new insurance products designed to protect American businesses as they grow and invest overseas. One is a new low-cost insurance option to obtain financing through OPIC's Small Business Center (SBC), and the other is stand-alone terrorism insurance for US businesses with operations overseas ([www.opic.gov](http://www.opic.gov)).

## Small Business Insurance Wrap

For companies with annual revenues under \$35 million, this coverage offers a reduced rate for political risk insurance with a one-time fee for the life of the loan. OPIC has streamlined the approval process by having only one application to complete. Companies with loans from \$100 thousand to \$10 million can receive insurance coverage for up to \$6 million on their equity investments in the project.

## Stand-Alone Terrorism Insurance

This is available to companies of any size and covers violent acts intended to achieve a political objective, including threats posed by weapons of mass destruction. Clients can be covered up to 10 years with a fixed premium rate, which is payable annually. This stand-alone coverage provides a product below the cost of OPIC's traditional political violence coverage.

## MARCH 2004 MARKET RESEARCH REPORTS

Written by our overseas colleagues, international market reports provide information about various industries. Report types include: Industry Sector Analysis (ISA), which are in-depth industry reports; and shorter reports on industry developments and opportunities, called International Market Insights (IMI).

Following are a few of the 273 latest reports available. For the full report and/or a complete listing of all reports, go to: [www.export.gov](http://www.export.gov) (Market Research) or contact our office for assistance:

### Industry Sector Analysis (ISA)

Hospitals in Australia (Australia)  
Automotive Parts & Accessories (Poland)  
Health Care (Egypt)  
Buses & Trucks (Pakistan)  
Thermal Power Generating Equip (Peru)  
Mining Projects: Copper & Gold (Brazil)  
Faucet & Sanitary Ware (South Korea)  
Mining Equipment (India)  
Waste to Energy Eq & Projects (Hungary)  
Biotechnology (S Korea)  
Biotechnology Laboratories (Egypt)

### International Market Insight (IMI)

Bids for Surgical Products (Brazil)  
February Inflation Update (Argentina)  
Polystyrene & Rare Polymers (Russia)  
Security Provider Seeks Partner (Kenya)  
Environment Market Brief (Singapore)  
Revisions to the JIS Mark Scheme (Japan)  
Opportunities in Telecomm (Philippines)  
Reduced Customs on 700 Items (Egypt)  
Update of the Plastic Industry (Egypt)  
Tender for Talkha Power Station (Egypt)  
Air Express Shipments (Brazil)  
Military Medical Equip Show (Jordan)  
Economic News (Kazakhstan)  
2nd Abuja Int'l Housing Summit (Nigeria)  
2003 Automobile Production (Turkey)

## TELL US ABOUT YOUR EXPORT SUCCESS!

If you have a good export story to tell, especially one in which our offices have contributed, then let us know!

We rely on your success for continued congressional funding, so whether you wish to keep your story private or to have it publicized, we welcome the input!

## 2004 EVENTS CALENDAR

### LOCAL & US EVENTS

**April 28-29: Managing Exports Seminar (Cleveland).** Featuring Frank Reynolds, International Projects. 8:30am-4:30pm. \$735 (discounts available). Location: Hampton Inn, Cleveland Airport. Five-part seminar covers: Compliance, Making Deals that Work, Risk Mitigation, Transportation, & Documentation. Co-Sponsored by Institute of Management & Administration (IOMA). Contact: International Projects at (800) 865-6201 or [www.internationalprojects.us](http://www.internationalprojects.us) or [www.ioma.com/exportseminars](http://www.ioma.com/exportseminars).

**April 28: BISNIS Event: Eurasia Development Financing Opportunities (Washington, DC).** 2:30pm-4:30pm. \$15. Location: Ronald Reagan Building. Co-sponsor: Washington Board of Trade. Program includes Ex-Im Bank & private banker panel. Register at: [www.bot.org/html/evnts/calendar/calendar.asp](http://www.bot.org/html/evnts/calendar/calendar.asp)

**April 29-30: Ex-Im Bank 2004 Annual Conference: "Your Passport to the Global Marketplace." (Washington DC).** 7:30am-2:30pm. \$700 (\$135 for first-time attendees). Location: Omni Shoreham Hotel. Features industry & government trade experts, trade finance lenders, insurance brokers, US exporters, international buyers. Register at: [www.exim.gov](http://www.exim.gov) or call Capital Meeting Planning at 703.536.4993.

**May 11: Global Manufacturing Conference: "Real World Strategies for the Global Marketplace." (Cleveland).** 8:00am-3:30pm \$75. Location: Renaissance Cleveland Hotel. Ways for US manufacturers to succeed in a competitive world. Jointly sponsored by the National Association of Manufacturers, MEP, CAMP, & the US Department of Commerce. Contact Debra James at: (216) 522-4740 or [debra.james@mail.doc.gov](mailto:debra.james@mail.doc.gov).

**May 13: Cleveland Foreign Credit Group Monthly Luncheon (Cleveland).** 11:45 am – 2 pm. Location: Union Club. Country credit discussions. Contact: Kay Herdman at (440) 428- 4480 or [kherdman@suite224.net](mailto:kherdman@suite224.net)

**May 27: Women in International Trade-NE Ohio (WIT-NEO) Annual Meeting (Cleveland).** Featuring: Fran Migliorino, Ohio Governor's Regional Representative. 11am-1:30pm. \$25. Location: Cleveland City Club. Contact: Vickie Morenz, at (440) 285-7000 x228 or fax: (440) 285-3388, or [vmorenz@aco-online.com](mailto:vmorenz@aco-online.com)

### SELECTED EVENTS ABROAD

**May 19-22: Business & Technology Fair (Osaka, Japan).** Industrial technologies. Over 40,000 industry decision-makers. USCS pavilion to support US participants. Contact: [Alan.Long@mail.doc.gov](mailto:Alan.Long@mail.doc.gov) or call: +81.6.6315.5953

**May 20-22: Expo FERRETERIA [Hardware] del Norte (Monterrey, Mexico).** Limited number of FREE booths available through CS Monterrey in conjunction with USCS Gold Key Service. Contact: Cleveland USEAC at (216) 522-4750.

**June-July: Access Eastern Mediterranean (Egypt, Israel, Jordan, Lebanon, Turkey and West Bank/Gaza).** - Promote sales in six countries. \$1,000. Services include an International Partner Search & website listing.

(1) JUNE: Health Care Products & Services.

Contact: [yael.torres@mail.doc.gov](mailto:yael.torres@mail.doc.gov) or 972-3-519-7611.

(2) JUNE-JULY: Information & Communication Technologies.

Contact: [sigal.mendelovich@mail.doc.gov](mailto:sigal.mendelovich@mail.doc.gov) or 972-3-519-7491.

### PRODUCT LITERATURE & CATALOG EVENTS

*USCS booths at overseas trade shows where US companies' literature is displayed and promoted.*

**May 10-14: Miconex 2004 (Beijing).** Instrumentation Eq. \$500. Contact: [indrek.grabbi@ita.doc.gov](mailto:indrek.grabbi@ita.doc.gov) or 202-482-2846.

**May 13-16: Interzoo 2004 (Nürnberg).** Pet products. Contact: [bernd.kietz@mail.doc.gov](mailto:bernd.kietz@mail.doc.gov) or 49-89-2888-751.

**June 1-4: Hospitalar 2004 (Sao Paulo).** The largest medical/pharmaceutical event in Latin America. \$150. Contact: [Jefferson.Oliveira@mail.doc.gov](mailto:Jefferson.Oliveira@mail.doc.gov) or call: 55-11-3897-4038.

**Sept 13-24: New Products USA (China, Taiwan, & Malaysia).** Multiple industries. Literature display traveling to several cities. \$450. Contact: [louis.quay@mail.doc.gov](mailto:louis.quay@mail.doc.gov) or 202-482-3973.

**Sept 14-16: MEPOL 2004 (Dubai).** Security Equipment. \$50. Contact: [john.lancia@mail.doc.gov](mailto:john.lancia@mail.doc.gov) or 971-4-311-6171.

**Oct 9-17: International Boat Show (Genoa).** Largest in world. \$500. Contact: [albina.parente@mail.doc.gov](mailto:albina.parente@mail.doc.gov) or 39-081-5838-206.

### UPCOMING COMMERCIAL SERVICE INTERNATIONAL BUYER PROGRAM (IBP) EVENTS

*Our IBP events bring foreign buyers to major US trade shows. Contact us to see if foreign buyer delegation lists are available.*

**Apr 30-May 2:** International Franchise Expo (Washington DC)

**May 16-19:** Digestive Disease Week-Lab Eq (New Orleans)

**May 22-25:** NRA Hotel/Motel Show (Chicago)

**June 13-17:** American Water Works Annual Conference (Orlando)

**June 20-24:** Supercomm 2004-Telecomm Eq (Chicago)

**Aug 15-18:** Int'l Baking Expo-Processed Foods (Las Vegas)

**Aug 30-Sept 2:** Magic International-Apparel (Las Vegas)

**Sept 20-22:** SHOPA-School & Office Supplies (Orlando)

**Sept 27-30:** MINExpo 2004-Mining Industry Eq (Las Vegas)

**Sept 28-30:** Plastics USA 2004-Plastic Production Eq (Chicago)

**Oct 5-7:** ISA Expo 2004-Automation & Control Conf (Houston)

**Oct 19-21:** Permian Basin Int'l Oil Show-Oil/Gas Eq (Odessa)

**Oct 26-28:** Medtrade 2004-Health Care Services (Orlando)

**Nov 2-5:** AAIW-Automotive Parts & Services (Las Vegas)

**Nov 7-11:** Pack-Expo 2004-Packaging Eq (Chicago)

**Nov 11-16:** International Irrigation Expo (Tampa)

**Nov 26-Dec1:** Greater NY Dental Meeting-Health Care (New York)

**Nov 30-Dec 2:** Power-GEN Int'l 2004-Electrical Power (Orlando)